

Famous

CRYSTAL CAVE

PENNSYLVANIA



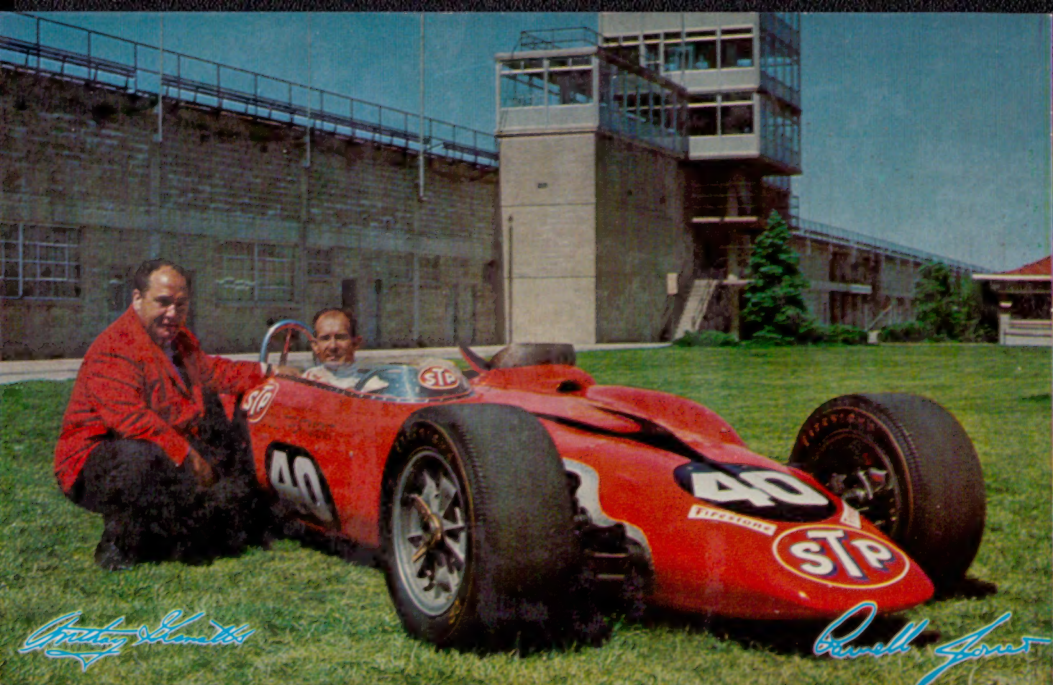
MIDWAY BETWEEN ALLENTOWN & READING

Malloy
IGNITION









ANTHONY GRANATELLI
PRESIDENT



A Division of Studebaker Corporation

THANK YOU...

for your recent inquiry regarding
STP products. The enclosed revised edition of our
"Indianapolis Star Supplement" contains detailed in-
formation about STP Oil Treatment - STP Gas
Treatment and - STP Diesel Fuel Treatment. I
believe these facts will be helpful to you and I'm sure
you'll enjoy the pictures and highlights of automobile
racing.

Enclosed are two STP decals which
are proudly displayed on millions and millions of cars
throughout the world. Please accept them with my
compliments.

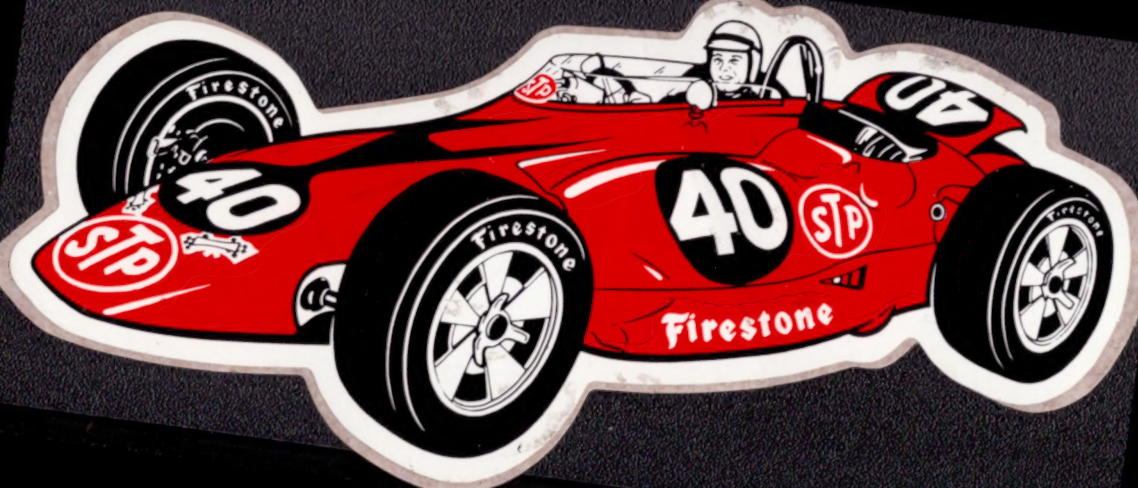
Sincerely yours,

Anthony Granatelli
President

AG/ag

Enc.










PARNELLI JONES
TURBINE



CARS RUN

Sm   ther

 uietter

L  nger

with



The logo features the letters 'STP' in a bold, white, stylized font with a thick blue outline. The letters are set against a vibrant red background. The entire logo is contained within a white oval border.

STP

THE RACERS EDGE

The logo features the letters 'STP' in a bold, white, stylized font with a thick blue outline. The letters are set against a solid red background. The 'S' is a cursive-style capital, the 'T' is a tall, straight capital, and the 'P' is a capital with a rounded bottom. The entire logo is contained within a white oval border.

STP

INDY 500 WINNER



Holley®

M/T®

EQUIPPED

36-31

PRODUCTS

sCat[®]

500-S

Painesville, Ohio



Holley[®]

EQUIPPED

36-28

DRI-MARK

VINYL

SCORED MATERIAL

1. CAREFULLY REMOVE
BACKING PAPER.

2. APPLY TO SURFACE.

3. SQUEEGEE FIRMLY.

the MEYERCORD Co.

300 SOUTH 4TH AVE.

CAROL SPRING, WYOMING 82001

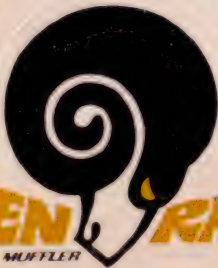
MADE IN U.S.A.

WE ARE LARGE MANUFACTURERS OF DECALS FOR HOME DECORATING.
ASK FOR "DRI-MARK" AT YOUR HARDWARE PAINT AND PAINTS STORE.

536800 - 001 - 01

211 - 8 - 70

peel
off



GOLDEN RAM



HIGH PERFORMANCE MUFFLER



VALVOLINE[®]
RACING OIL



Nichels

ENGINEERING

1111 E. MAIN STREET
GRIFFITH, INDIANA 46319

FLEX-A-LITE



ENGINE COOLING FANS



GT40

I LOVE MY

HOKER

HEADERS

PEEL TAB

I LOVE MY

HOKER

HEADERS

DIE
#1137

DRI-MARK

VINYL

*#72

APPLICATION INSTRUCTIONS FOODED MATERIAL

CLEAN SURFACE TO WHICH DRY MARK IS TO BE APPLIED. USE SMALL SQUEEGE TO APPLY NAMEPLATE.

1. REMOVE FOODED BACKING PAPER FROM BACK OF NAMEPLATE.
2. PLACE NAMEPLATE IN POSITION. ADHESIVE SIDE DOWN. AND SQUEEGE OUT FROM CENTER TO EDGE WITH SMALL SQUEEGE.

THE MEYERCOED CO
PACIFIC COAST DIVISION
LOS ANGELES CALIF

219-1-69

603412

60512



ARVIN

SPEED PAC

For additional ASP Decals write to:

Arvin industries, Inc.
Automotive Aftermarket Div.
Columbus, Indiana 47201

Print your name and address and enclose 10 cents in coin
for postage and handling.

**APPLICATION INSTRUCTIONS – PEEL OFF PROTECTIVE
BACK AND PRESS DECAL ON DESIRED SURFACE.**



HEDMAN
HEDDERS

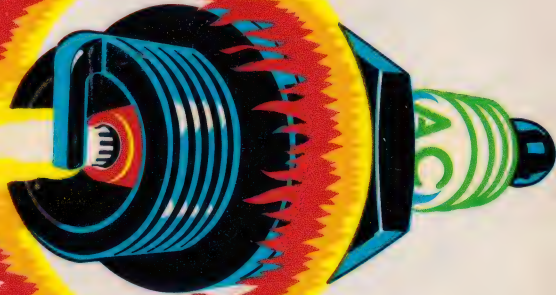
The logo features a large, thick red letter 'G' that serves as a frame. Inside the 'G', the word 'GENERAL' is written in a bold, black, sans-serif font. A thick red horizontal bar is positioned behind the word 'GENERAL'. Below this bar, the word 'TIRE' is written in the same bold, black, sans-serif font.

GENERAL

TIRE



POWERED BY AC





TO THE EDITOR
OF THE JOURNAL
OF THE AMERICAN
PSYCHOLOGICAL ASSOCIATION

DEAR DR. J. W. L. LADD
I am writing to you
in regard to the
article on the
"The Problem of the
Unconscious"

which appeared in
the January issue
of the Journal of the
American Psychological Association



STIX INSTANTLY

1. Remove backing paper
2. Sticks to anything
3. If desired, press with medium hot iron or glow

AM. KNIT & EMB. MFRS.

ALL KINDS OF FINISHES

PLAISTOW, N. J.

MADE IN U. S. A.

TOPFLIGHT FLEX-CAL
Bend it the old way. Join the new way.
Apply with firm finger pressure.
TOPFLIGHT CORP. COBA, PA.



PHILADELPHIA 76ers



Freddy Flyer

Philadelphia Flyers



DIRECTIONS

1. Dip in water for a few seconds.
2. Place in position:
 - (a) On glass—Paint side to glass—carefully peel paper off back.
 - (b) Other surfaces—Slide off face up.
3. Smooth out—Press flat—Wash thoroughly with water—Allow to dry.



National DECAL CORP.
5548-54 CHESTNUT ST. PHILA., PA.

M1573 1091 S/S/L 98

BRADY STOCK NO. PWM-20

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PORTLAND CEMENT
on FUP-STRIP Dispenser Cards

Manufactured Only by

W. A. BROWN CO.

Est. 1914

MILWAUKEE, SANTA LUCIA, CHICAGO

Order from Electrical Distributors
in over 350 Cities

U.S. PAT. NO. 2,311,000 (1944)
Other Patents Applied For

Patented in Canada 1957

© 1967

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© 1967

W. A. BROWN CO. MILWAUKEE, WIS.

W. A. BROWN CO. MILWAUKEE, WIS.

THIS "QUICK MASK" Dispenser Lid has 3 or more holes -
one, you release each row by pulling back the Zip Strip
have card is inserted.

READY TO USE - READY TO USE - Ready to Use - Special QUICK MASK
The QUI QUICK MASKS - ALL PURPOSE Numbers & Letters -
are stocked and sold by over 500 Distributors in 300 pr
cept stores in USA and Canada. Write for names of nearest
distributor.

V. H. **SPERRY** CO. 10 WEST HENRIETTA AVENUE, HENRIETTA, N.Y. 14456
1000 HENRIETTA AVENUE, HENRIETTA, N.Y. 14456
Department of Public Relations - 1000 HENRIETTA AVENUE, HENRIETTA, N.Y. 14456

SALES & SERVICE OF THE SPERRY COMPANY, HENRIETTA, N.Y. 14456
SALES & SERVICE OF THE SPERRY COMPANY, HENRIETTA, N.Y. 14456
SALES & SERVICE OF THE SPERRY COMPANY, HENRIETTA, N.Y. 14456

Get your hands on the
new 1974 Ford Mustang



For more information, call
800-4-A-FORD or write to
Ford Motor Company, Dearborn, MI 48116

Get your hands on the
new 1974 Ford Mustang



For more information, call
800-4-A-FORD or write to
Ford Motor Company, Dearborn, MI 48116



DBI-MARK

VINYL ————


1. TO REMOVE EACH
TRANSFER LEAVE
CHALK AND PEEL OFF
FROM BACKING PAPER

2. PLACE TRANSFER PAPER
UPON OBJECT AND

Wipe with a damp cloth
ALL THE MARKING OF YOUR CHOICE

705395-05B (C)



The NAPA logo is a yellow hexagon with a white border. The word "NAPA" is written in bold, black, sans-serif capital letters across the center of the hexagon.

NAPA

77

S-277

S-277

MONKEY GRIP

Dallas, Texas 75222



**TIRE PATCHES, TAPE,
FLOOR MATS, TREAD RUBBER**

American



Racing Equipped®

INSTRUMENTS



TACHOMETERS

THIS IS A
VIN-O-SYNE

THE AMAZING SELF-ADHESIVE OUTDOOR SIGN

**A CLEAN
SURFACE**

SURFACE MUST BE
THOROUGHLY CLEANED
AND FREE FROM
OIL, GREASE OR WAX

B

SEPARATE VINYL!

SEPARATE VINYL FROM
BACKING PAPER AT SLIT
AND PEEL APART
VERY SLOWLY

C

APPLY SIGN!

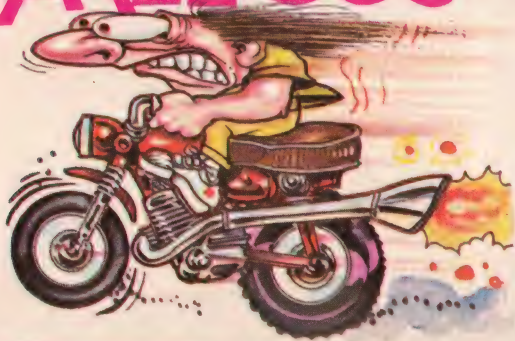
PLACE ONE SIDE OF SIGN
IN EXACT POSITION AND
START ROLLING DOWN
TOWARD OTHER EDGE

PT. NO. 753-114

69

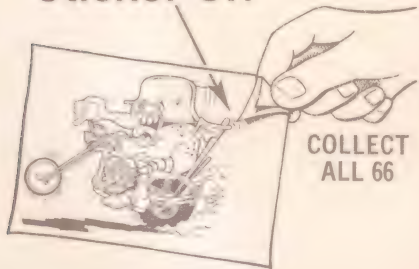
KREISLER INC. PRINTED IN U.S.A

CHARLIE CC's





Fold corner the
way arrow points,
THEN
from **FRONT** of
card slowly peel
sticker off



**COLLECT
ALL 66**



peel
off



You Can



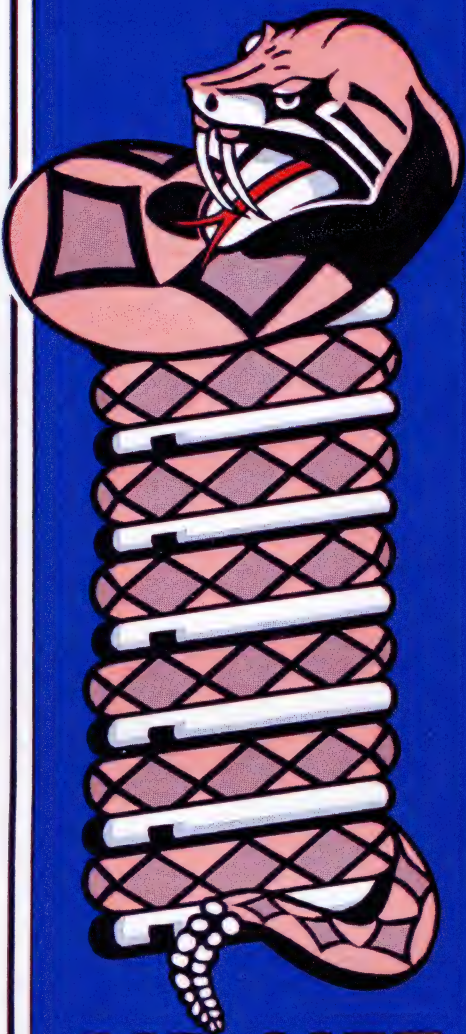
BANK on FRANK








PERFORMANCE PRODUCTS

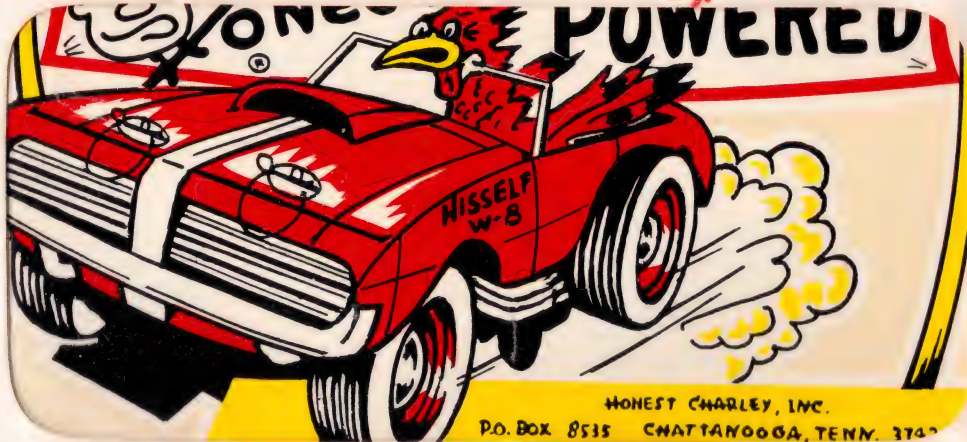


AIR LIFT
RATTLER

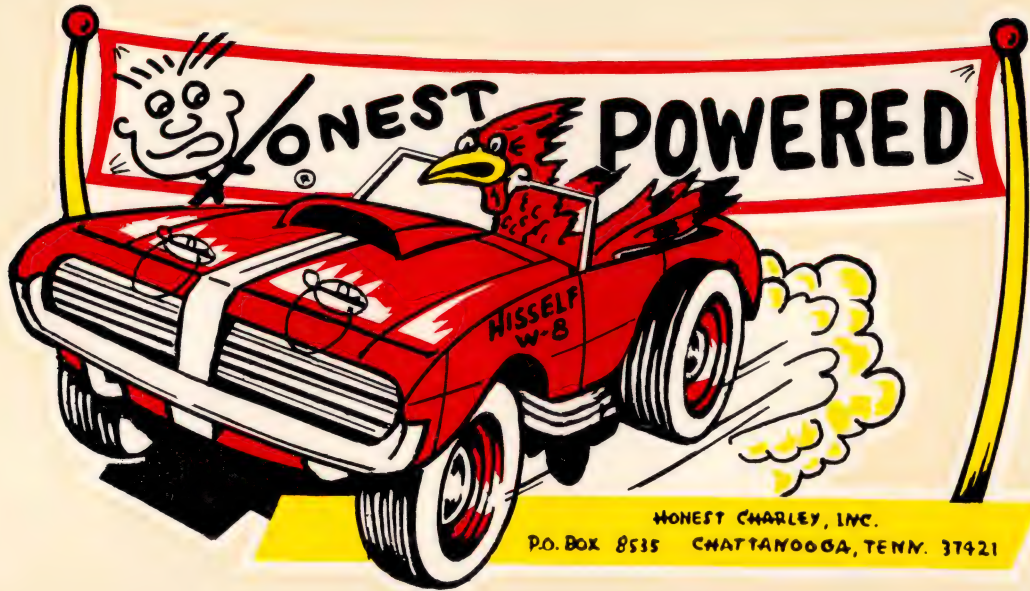
FREE DECAL

FROM

 HONEST CHARLEY INC.



SEND PREPAID POSTAL CARD FOR **FREE HONEST CATALOG**



HONEST CHARLEY, INC.

P.O. BOX 8535 CHATTANOOGA, TENN. 37421

HYDROGLAC WINDOW SIGNS

THE MEYERCORD CO.
CAROL STREAM ILLINOIS
MADE IN U.S.A.

DO NOT APPLY TO SWEATY OR FROSTY WINDOWS

DIRECTIONS FOR APPLICATION TO INSIDE OF GLASS

1. BE SURE THAT ALL WINDOWS ARE THOROUGHLY CLEAN BEFORE APPLYING SIGNS. ANY DIRT, OIL, GREASE, WAX, WINDOW CLEANERS, ETC., WILL DISCOLOR SIGNS AND PREVENT PROPER ADHESION. USE FINE POWDER CLEANER, COMMONLY USED FOR CLEANING WINDOWS AND MIRRORS, ACCORDING TO DIRECTIONS ON PACKAGE, AND MAKE CERTAIN ALL POWDER IS WASHED OFF GLASS BEFORE APPLYING DECALS. LEAVE GLASS WET.

2. PLACE ENTIRE SIGN IN LUKEWARM WATER WITHOUT BUCKLING. LET IT SOAK ABOUT 5 SECONDS.

3. PLACE IN POSITION. SQUEEGEE FROM CENTER TO EDGES (USE SOFT RUBBER SQUEEGES). SPONGE WITH WATER.

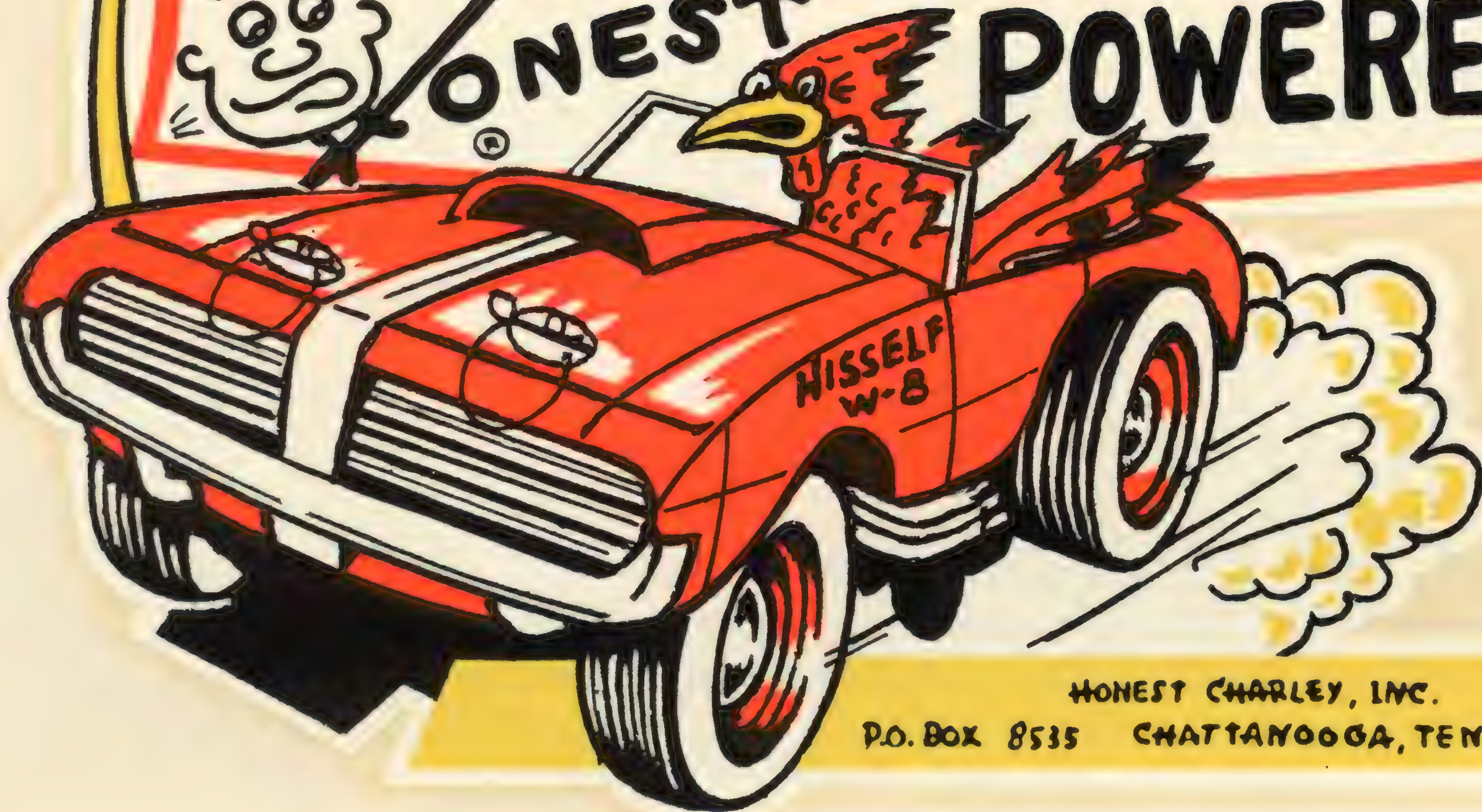
4. REMOVE BACKING PAPER. SQUEEGEE SIGN FROM CENTER TO EDGES UNTIL IT MAKES PERFECT CONTACT WITH GLASS. USE FIRM EVEN PRESSURE ON SQUEEGES.

5. IMPORTANT - THOROUGHLY REMOVE GUM ON BACK OF SIGN WITH SPONGE AND CLEAN WATER. WIPE DRY.

200-3-69

P640510-001-01

 HONEST POWERED



HONEST CHARLEY, INC.
P.O. BOX 8535 CHATTANOOGA, TENN. 37421



WINDOW SIGNS

THE MEYERCORD CO.
CAROL STREAM, ILLINOIS
MADE IN U.S.A.

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2. PLACE ENTIRE SIGN IN LUKEWARM WATER WITHOUT BUCKLING. LET IT SOAK ABOUT 5 SECONDS.

3. PLACE IN POSITION. SQUEEZE FROM CENTER TO EDGES (USE SOFT RUBBER SQUEEGEE). SPONGE WITH WATER.

4. REMOVE BACKING PAPER. SQUEEGEE SIGN FROM CENTER TO EDGES UNTIL IT MAKES PERFECT CONTACT WITH GLASS. USE FIRM, EVEN PRESSURE ON SQUEEGEE.

5. IMPORTANT—THOROUGHLY REMOVE GUM ON BACK OF SIGN WITH SPONGE AND CLEAN WATER. Wipe Dry.



HONEST POWERED

**HISSELF
W-8**

HONEST CHARLEY, INC.

8535 P.O. BOX CHATTANOOGA, TENN. 37421

DRI-MARK[®]
VINYL

MEYERCORD
HEAVY DUTY

APPLICATION INSTRUCTIONS

CLEAN SURFACE TO WHICH IT IS TO BE APPLIED. DO NOT APPLY TO DAMP OR OILY SURFACES.

1. STRIP OFF OLD PAINT OR COATING BY SCRAPING OR SANDING. REMOVE ALL LOOSE PARTICLES.
2. WASH SURFACE WITH SOAP AND WATER. RINSE THOROUGHLY. DRY SURFACE COMPLETELY.
3. IF SURFACE IS OILY, WASH WITH TURPENTINE OR SOLVENT. RINSE THOROUGHLY. DRY SURFACE COMPLETELY.

13350 - E

225 - 1467



SCREAMER

GLUNK



DRI-MARK
VINYL

318-57

100% MITOXALIN

100% MITOXALIN

320-1-67

MASONICO



ULTRAMAR

ALTAGRACIA



ULTRAMAR

CARIDAD DEL COBRE



ULTRAMAR

VIRGEN DEL CARMEN



ULTRAMAR

SANTA BARBARA



ULTRAMAR

"KWIKWAY"

TRANSFERS

REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

"KWIKWAY"

TRANSFERS

REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

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REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

CUBA



ULTRAMAR

CUBA



ULTRAMAR

ECUADOR



ULTRAMAR

COLOMBIA



ULTRAMAR

"KWIKWAY"

TRANSFERS

REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

"KWIKWAY"

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MEYERCORD CO.

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001-01

"KWIKWAY"

TRANSFERS

REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

PUERTO RICO



ULTRAMAR

PUERTO RICO



ULTRAMAR

"Kwik-Way"

TRANSFERS

REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

"Kwik-Way"

TRANSFERS

REG. U.S. PAT. OFF.

MEYERCORD CO.

MADE IN U.S.A.

P987940-

001-01

BIG DADDY



CAUTION AFTER IN CONFORMANCE

**WITH APPLICABLE MOTOR
VEHICLE SAFETY CODE (S)**

CAUTION AFTER IN CONFORMANCE

**WITH APPLICABLE MOTOR
VEHICLE SAFETY CODE (S)**

CAUTION AFTER IN CONFORMANCE

**WITH APPLICABLE MOTOR
VEHICLE SAFETY CODE (S)**



ATLANTIC

The image shows a logo for "ATLANTIC" in a bold, italicized, dark blue sans-serif font. The text is centered within a white rectangular field. This white field is flanked by two red chevron-shaped borders, one at the top and one at the bottom, pointing towards the center. The entire logo is set against a dark, textured background. There are some visible creases and slight wear on the white background, suggesting it might be a sticker or a piece of paper.



TOP

C

CODE 221

APPLICATION INSTRUCTIONS TO WOOD, METAL AND OUTSIDE GLASS SURFACES

1. Remove all grease, oil, or dirt from surface where transfer is to be placed.
2. Immerse entire transfer in clean water without folding or creasing it for about 10 seconds. (**AVOID OVERSOAKING. DO NOT FLOAT THE COLOR FILM FROM BACKING PAPER.**) Use lukewarm water if possible—about 90°F. to 100°F.—but not colder than 65°F. to 70°F.
3. Moisten surface where decal is to be placed with water. Place in position—color side on surface.
4. Roll out firmly with rubber roller until all blisters, air bubbles and wrinkles are rolled out and transfer lies flat against the surface. **ALWAYS WORK FROM CENTER TO EDGES.**
5. After 3 or 4 minutes slide (do not peel) the backing paper off of transfer, using both hands. If the backing paper does not release and slide easily, soak with water and wait a few more seconds for easy release.
6. As soon as backing paper is removed squeegee transfer lightly with rubber or cardboard squeegee dipped in water to make sure that perfect contact has been made with surface.
7. **IMPORTANT—DO NOT OVERLOOK.** Immediately wash transfer thoroughly but gently with clean sponge or soft rag saturated with clean water to remove all gum or sticky substance. Then wipe off water.
8. Allow to dry for 24 hours without disturbing.

(DO NOT APPLY OUTDOORS IN RAINY OR FREEZING WEATHER)

APPLICATION INSTRUCTIONS TO INSIDE OF GLASS

1. Wash the glass where transfer is to be placed—leaving glass very wet.
2. Immerse entire transfer in clean water without folding or creasing for about 10-15 seconds. (**AVOID OVERSOAKING. DO NOT FLOAT THE COLOR FILM FROM BACKING PAPER.**) Use lukewarm water if possible—about 90°F. to 100°F.—but not colder than 65°F. to 70°F.
3. Roll paper off of backing to gum and place **STICKY SIDE DOWN** against glass. **CAUTION:** Be sure glass is very wet.
4. After 3 or 4 minutes place the palms of both hands on the color film and pull gently outward into corner position. **CAUTION:** Be sure glass is very wet.
5. When color film is in proper position smooth out with rubber roller, squeegee or stiff cardboard dipped in water until perfectly flat against glass.
6. **IMPORTANT—DO NOT OVERLOOK.** Immediately wash transfer thoroughly but gently with clean sponge or soft rag saturated with clean water to remove all gum or sticky substance. Then wipe off water.
7. Allow to dry for 24 hours without disturbing, after which time glass can be washed as usual.

(DO NOT APPLY IN FREEZING WEATHER OR TO FROSTY WINDOWS)

the MEYERCORD co.

366 EAST NORTH AVE.,

CAROL STREAM, (WHEATON) ILLINOIS 60187

MADE IN U.S.A.

P793300-012-02

105-10-70

IRAMI AIR IV

GTO

455 CID

IRAMI AIR



THESE ARE FOUR SEPARATE DECALS
Cut decals apart carefully, peel
off paper backing, press firmly
on a smooth surface.

N 5729

1069

PUROLATOR®

FILTERS



100% Pure Pennsylvania

**PENNZOIL**

REG. U.S. PAT. OFF.
Safe Lubrication

RACING MOTOR OIL

100% Pure Pennsylvania

PENNZOIL



REG. U.S. PAT. OFF.

Safe Lubrication

100% Pure Pennsylvania

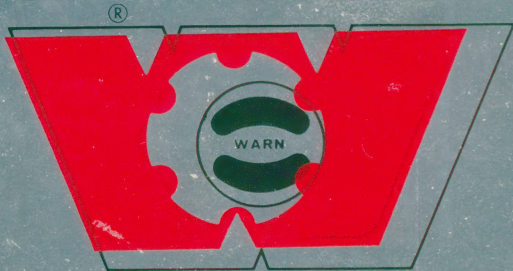
PENNZOIL



Safe Lubrication

BEND SHEET BACK AT SLIT AND PEEL OFF LABEL

**EQUIPPED WITH
WARN ACCESSORIES**



#58

DRY-MARK

MIRRO-LAL

THE MEYERCORD CO.
PACIFIC COAST DIVISION
LOS ANGELES CALIF.

(SCORED MATERIAL)

APPLICATION INSTRUCTIONS

CLEAN SURFACE TO WHICH SIGN IS TO BE
APPLIED. USE SMALL SQUEEGEE TO APPLY
NAMEPLATE.

1. REMOVE SCORED BACKING PAPER
FROM BACK OF NAMEPLATE.
2. PLACE NAMEPLATE IN POSITION.
ADHESIVE SIDE DOWN. AND SQUEEGEE
OUT FROM CENTER TO EDGE WITH
SMALL SQUEEGEE.

62070

1-416-7-70



SOUTH OF THE BORDER

U.S. 301



DILLON, S.C.